

business voice

LAS VEGAS METRO CHAMBER OF COMMERCE

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| February 2014



Too Close for Comfort

WHY ORLANDO IS
SQUEEZING US,
AND HOW WE
CAN DO BETTER





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let the games begin

KRISTIN MCMILLAN
PRESIDENT & CEO

A

s the Olympic Games begin in Sochi, I cannot help but think of the parallels between that symbolic torch and the spark alight in our

Valley. At Preview Las Vegas, we lit the proverbial torch. We heard how we need to collectively harness the opportunities in our region to move us forward in the global economy, and now we must act. We have an amazing set of coaches in our regional leadership. What lies at the finish line is not a gold medal, though. In fact, it's not about the finish line for us. It's about not falling behind in the race.

And like the Olympics, ensuring Las Vegas' place in the global economy, creating good jobs and harnessing our resources is a team effort. There is camaraderie, passion and spirit within

the Olympics Games, and the challenges we face moving Southern Nevada forward will require no less. As a convener of the conversation at Preview and a leader and advocate for the business community here in Las Vegas, I pledge to you that the Metro Chamber will be there every step of the way to tirelessly continue the fight and "go for the gold" for Las Vegas' place in the global economy.

Preview Las Vegas was our opening ceremony, if you will. Through a visionary line-up of speakers that included Gallup chairman and CEO Jim Clifton; Robert Lang, executive director of Brookings Mountain West; Las Vegas Convention and Visitors Authority president and CEO Rossi Ralenkotter; and Jeremy Aguero, principal analyst at Applied Analysis, we learned about where our strengths lie, what deficiencies must be overcome, and how we collectively must band together to create jobs and commit to a course of action to construct the environment necessary to elevate our future. The course has been set. It's difficult and is meant to test how far we are willing to go to ensure our future economic stability and growth. But it is not impossible, and we will get there – in solidarity, partnership, and progress.

The conversation has begun and the spark has been lit. It is now up to us to forge ahead. Let's keep the torch burning and the conversation going.

“As a convener of the conversation at Preview and a leader and advocate for the business community here in Las Vegas, I pledge to you that the Metro Chamber will be there every step of the way to tirelessly continue the fight and ‘go for the gold’ for Las Vegas’ place in the global economy.”



&



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WHEN:

Thursday, Feb. 20, 9 a.m. - 11 a.m.

WHERE:

Starting at the Beltway Business Park
(located at 6795 Edmond St.)
with a mini-tour of the new Transit Route 120

RSVP & MORE INFORMATION:

Sue Christiansen, RTC, ChristiansenS@rtcsonv.com



VOLUME 35 NUMBER 2

Las Vegas Metro Chamber of Commerce
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table of contents

FEBRUARY 2014

- 06 Chamber News
- 08 News You Need
- 09 For Your Benefit
- 10 SNWA in 2014
- 11 Defeat the Margin Tax
- 12 Your Scene | You're Seen
- 14 Too Close for Comfort
- 18 A Recap of Preview 2014
- 20 What's Happening
- 22 Know the Numbers
- 24 Spotlights
- 26 Chamber Insurance & Benefits
- 28 Member News
- 30 Member Insights
- 31 Look North
- 32 Ribbon Cuttings
- 36 Vegas Young Professionals
- 37 Member to Member
- 38 The Final Word



14

WHY ORLANDO IS SQUEEZING US, AND HOW WE CAN DO BETTER



26

AMERICAN HEART MONTH



10

THE SNWA IN 2014



08

NEWS YOU NEED



18

A RECAP OF PREVIEW 2014



28

MEMBER NEWS



37

NEW REPORTING REQUIREMENTS



36

VYP

chamber news

u.s. congressman john kline to delve into education and workforce needs at march 19 eggs & issues

The Metro Chamber will give its members a chance to hear directly from U.S. Congressman John Kline (MN-2), chairman of the U.S. House Education and Workforce Committee, at a special Eggs & Issues at the Four Seasons Las Vegas on March 19. Congressman Kline will delve into the issues and topics that most impact our nation's schools and workplaces, as well as future workforce development needs of our nation. This is an integral piece of the Metro Chamber's continuing dialogue for how Southern Nevada can solve some of its most pressing issues, create new jobs and opportunities, and have a solid footing in the global economy. Seats and tables are now available for purchase by visiting LVChamber.com or by calling 702.641.5822.



earlybird booths now available for business expo!

Business Expo, the Metro Chamber's popular, high-energy trade show, is coming up on Wednesday, June 11, at the World Market Center in Downtown Las Vegas, and you can get your booths now at a discounted price until March 31, 2014. Business Expo is a great way to boost your brand, get your name out to the Las Vegas business community and meet new prospects, service providers and connectors for your business. Last year, booths sold out quickly for Business Expo, so act fast and reserve today. Reservation forms are available at LVChamber.com.

**save \$100
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business expo

make an impact on the community with leadership las vegas

Applications are now open for Leadership Las Vegas, Class of 2015. The premier executive development program in the Valley, Leadership Las Vegas gives 48-50 participants annually the opportunity to dive into the innerworkings of the Las Vegas Valley, enhance their leadership skills, and join a network of leaders dedicated to solving our community's shared concerns. The program now has more than 1,200 alumni representing nearly every industry in Southern Nevada. For more information on this dynamic program and how you can apply for the incoming class, visit LVChamber.com/leadership-las-vegas or call Lisa Gough, program coordinator, at 702.586.3841.





Meet the power company that puts Nevadans first.

We're Valley Electric Association, the utility company that's for Nevadans, by Nevadans. As a nonprofit, member-owned co-op, we're using our unique position to help strengthen our economy by securing renewable energy projects and putting people in our state to work. The result is more business activity across a broad spectrum of industries, all across the state. It's how renewable energy turns into a more sustainable economy.

Together, we're doing powerful things.

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news you need



sba offers advice on small business tax deductions for charitable giving

According to the U.S. Small Business Administration (SBA), 85 percent of consumers have a more positive image of companies that are philanthropic. In addition to enhancing your company's positive, community-driven image, small businesses can also reap the benefit of tax deductions, as well. The SBA has identified general guidelines to making the most of your business' charitable endeavors, including how to identify an eligible charity, finding eligible donations, understanding category limitations and how to record and document your donations. The SBA also recommends consulting your accountant or small business attorney as you navigate the process. For more information, visit SBA.gov. For more information on charitable giving in Las Vegas, see page 38.

irs filing tax tips now available

The Internal Revenue Service (IRS), in full swing for tax season, is releasing a series of daily Tax Tips, which began at the end of January, to help people prepare for tax season and stay apprised of any changes and updates to the system. More than 60 Tax Tips will be available throughout tax season, and offer single-topic, easy-to-understand briefs on a myriad of tax topics affecting millions of Americans. To subscribe to this free service, visit IRS.gov.

city of las vegas offering free classes on new business licensing portal

The City of Las Vegas is offering free classes on the new business licensing portal, expected to launch soon. These classes will cover how to access accounts, make payments and apply for business licenses under the new streamlined system. They are currently available to Las Vegas business license holders. Classes will take place at the Development Services Center, located at 333 N. Rancho Dr., on the following dates:

- Tuesday, February 4 from 4:00 - 4:45 p.m. and 4:45 - 5:30 p.m.
- Wednesday, February 5 from 4:00 - 4:45 p.m. and 4:45 - 5:30 p.m.
- Tuesday, March 11 from 4:00 - 4:45 p.m. and 4:45 - 5:30 p.m.

Seating is limited, and the City of Las Vegas encourages interested business customers to reserve early for a spot at the class date and time that works best for them. Please RSVP with preferred dates to license@LasVegasNevada.gov. For more information on the new business portal, visit LasVegasNevada.gov.



for your benefit

B

usinesses with more than 50 employees can now protect their business and their employees with the Chamber Health Plan. The plan, administered through Chamber

Insurance & Benefits, is fully compliant with the Affordable Care Act, and offers coverage for businesses of all sizes. There are several different plan choices to fit your business and your employees' needs, including HMO, PPO, POS and HSA options, and the Chamber Health Plan offers up to four different plan choices for businesses with more than 10 employees. The plan also has a traditional three-tier pharmacy structure, an affordable alternative to the four-tier pharmacy plan now common in the healthcare marketplace. Healthcare options are also available for out-of-state employees. For more information on the Chamber Health Plan and its new Professional Employer Organization services, including discounted payroll services, visit ChamberIB.com or call 702.586.3889.

large businesses can
now enjoy the affordability and
ease of the chamber health plan



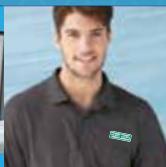
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the southern nevada water authority in 2014:

NEW CHALLENGES, NEW SOLUTIONS



BY: JOHN J. ENTSMINGER,
INCOMING GENERAL MANAGER,
SOUTHERN NEVADA WATER AUTHORITY

2

2014 will certainly be a year of transition for the Southern Nevada Water Authority (SNWA). This month, the SNWA said farewell to its long-serving General Manager,

Pat Mulroy, who retired after more than 35 years of public service in Southern Nevada, nearly 30 years in the water business. Meanwhile, record-breaking drought continues to plague the Colorado River, and Southern Nevada is beginning to rebuild following a devastating economic recession. Never in its 22-year history has the SNWA faced such a convergence of evolving challenges. The past was an era of constructing facilities to meet system demands in the face of drought. The future will be marked as an era of creativity, conservation and collaboration.

Over the next 18 months, a 21-member stakeholder committee will meet to evaluate the Authority's major initiatives and make recommendations on how to best meet existing and projected water demands of Southern Nevada, given the conditions that exist today. It's been nearly 10 years since a stakeholder committee last evaluated the community's water portfolio, and many readers can attest that our community looks very different than it did in 2004. Today's committee, known as the Integrated Resource Planning Advisory Committee (IRPAC), will take a comprehensive approach to evaluating our present-day resources and operations, and consider the changes needed to meet future demands. Topics like conservation, water quality, facility needs and climate change will be crucial to conversations and subject to committee recommendations.

Given the multitude of changes affecting the SNWA, the timing is right for community engagement, and I look forward to working together to address the issues that face all of Southern Nevada. While the challenges seem daunting, I look forward to playing a part in sustaining a strong, vibrant community.



This campaign is about defeating a flawed 84-section tax proposal that, if passed, would require Nevada to create a mini state IRS-like bureaucracy to interpret and implement its many complicated regulations.

Joining the Coalition to Defeat the Margin Tax Initiative will add your name and/or your business to the growing list of fellow Nevadans dedicated to preserving our economy and moving our recovery forward. It doesn't cost anything to join, and it will only take a moment to sign up. The support of people and businesses at the grassroots level will be crucial in our efforts to stop this flawed and costly initiative.

Visit StoptheMarginTax.com to sign up now.



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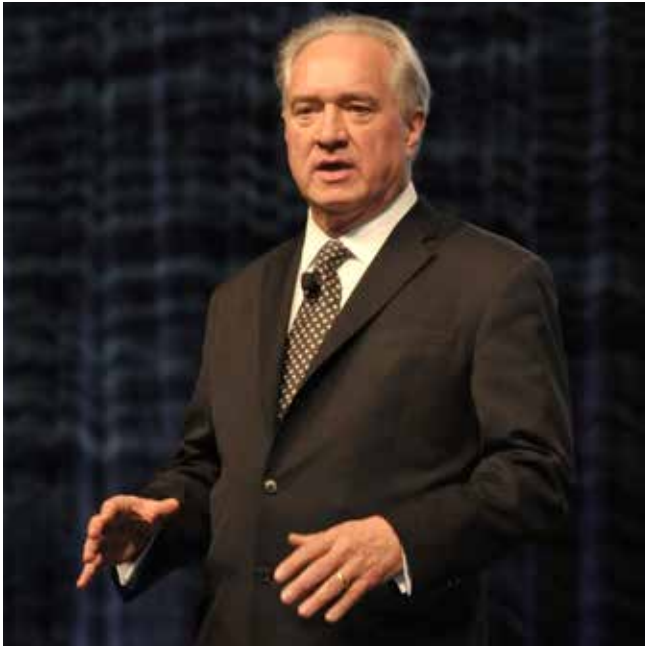
Application Deadline May 15, 2014

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preview
las vegas



With a packed exhibitor floor and a dynamic roster of speakers to give attendees the information they needed to know to make better business decisions in 2014, the Metro Chamber's annual flagship event, Preview Las Vegas, presented a myriad of information and business-building opportunities in a half-day program. About 2,000 attendees came to meet new contacts and hear from Kristin McMillan, president and CEO of the Las Vegas Metro Chamber of Commerce; Jim Clifton, chairman and CEO of Gallup; Rossi Ralenkotter, president/CEO of the Las Vegas Convention and Visitors Authority; Dr. Robert Lang, executive director of Brookings Mountain West; and Jeremy Aguero, principal analyst at Applied Analysis. See more photos at LVChamber.com and PreviewLasVegas.com.

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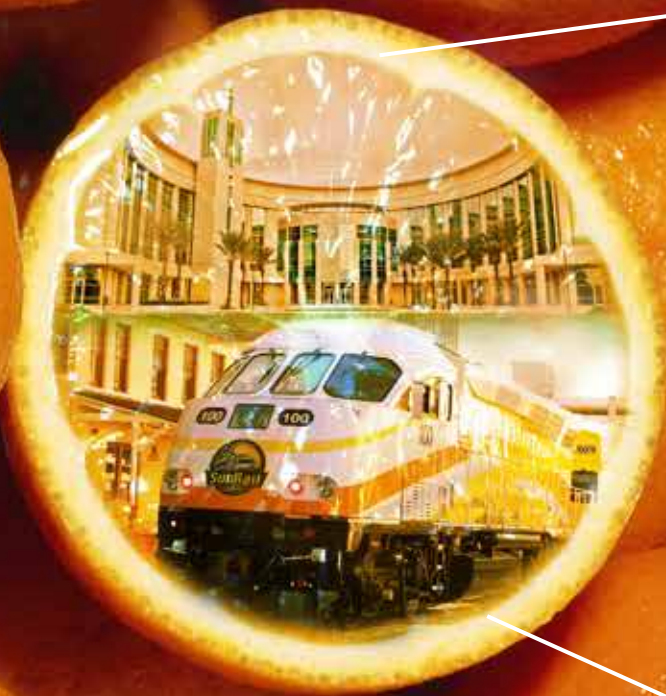
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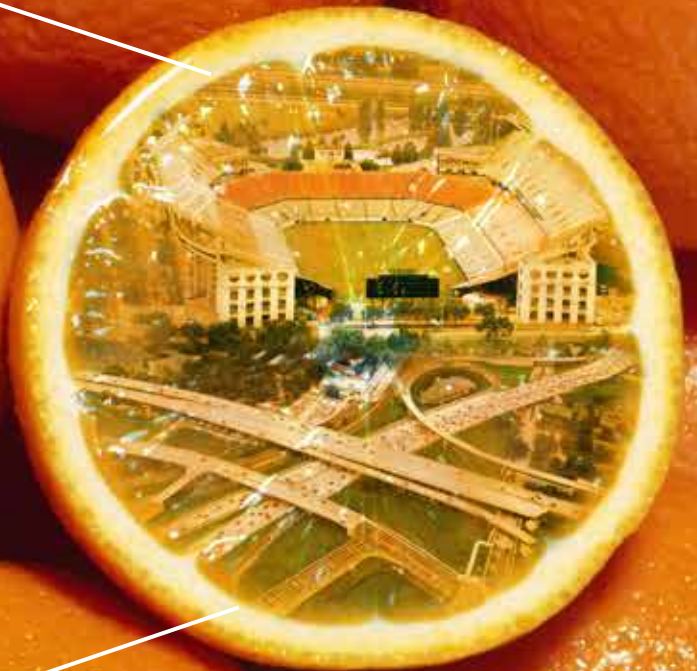


MEDICAL SCHOOL



LIGHT RAIL

STADIUM



INFRASTRUCTURE



Too Close for Comfort

WHY ORLANDO IS SQUEEZING US, AND HOW WE CAN DO BETTER

BY GRETA BECK-SEIDMAN

Just a month ago, Las Vegas nearly lost the National Finals Rodeo to Orlando, Florida. The Osceola County Commission offered to top the rodeo prize purse offered by Las Vegas by about \$4 million, and had the stadium infrastructure to support growth for the event, including a promise of a brand-new, 24,000-seat arena to be completed by 2016.

In late January, however, Las Vegas cemented the deal to keep the rodeo lassoed to Las Vegas for the next ten years. But the threat had been very real, and would have meant the loss of nearly \$100 million annually in non-gaming economic impact annually, as well as a major step back in moving forward from the Great Recession.

The close call gave Las Vegas the chance to take inventory of what Orlando and other competitor cities to Las Vegas have and what we are lacking. It is an opportunity to explore the “how” of closing the gap and what we, as a community, can do to support and push forward ideas, infrastructure and projects to create good jobs to spur development and innovation, make us more economically diverse, and present Las Vegas as a formidable competitor in the global marketplace.

Outwardly, Las Vegas and Orlando are similar to one another: both have regional economies based on tourism and consumption, and they are two metro areas whose economies are driven by that industry. Where Orlando differs, other than a slightly larger size, is its more diverse core economy and larger infrastructure assets.

At Preview Las Vegas, the Metro Chamber’s annual business forecasting event, Dr. Robert Lang, director of Brookings Mountain West at UNLV, outlined five infrastructure projects that Southern Nevada needs to stay ahead of the curve and ahead of Orlando. All of them are economically viable and have the potential to catapult Las Vegas as a strong, influential place to live, work and visit. One thing is for certain, Lang cautioned: no one will wait around for Southern Nevada to catch up with our competitors. We have to make these key infrastructure investments happen ourselves.

Interstate 11

Orlando is a well-connected metropolitan area, with three major interstates linking it with the rest of the state and the coast, positioning it well for both land and sea importing and exporting. Interstate 11, connecting Las Vegas with Phoenix, would move goods and people, giving Las Vegas a new lifeline to shipping ports in Canada and Mexico, and opening up opportunities for new businesses and industries. The increased availability and access to major shipping ports would give Southern Nevada more of a foothold in the importing/exporting industry, and gain valuable market share in logistics. Combined with Nevada’s overall favorability with regards to business friendliness, Interstate 11 has the potential to skyrocket Las Vegas’ competitiveness with business and industry relocation and economic diversification.

The good news is that Interstate 11 is much closer to actualization than many people think. The recent fuel tax indexing measure made the financing of our portion of Interstate 11 a reality, and puts the groundbreaking as early as October of this year. Its completion date is just a few years away, sitting right now at early 2018. The Metro Chamber has been an active partner in the designation of Interstate 11 in Congress a few years ago, and continues to support the I-11 Caucus and other measures that will advance the construction of the highway and push it - and the economic lifeline that it will be to our region - closer to reality.

Light Rail

Orlando is currently in the process of installing a major light rail system throughout its metropolis. It's a system that has historically worked well in other modern metropolitan areas, including Denver, Salt Lake City and Phoenix. Scheduled for completion in 2015, Orlando's SunRail system will span 31 miles in its first phase and reduce commute times throughout metropolitan Orlando.

The reduction in traffic congestion is significant; in fact, one SunRail train is expected to carry as many commuters as one lane of traffic in Interstate 4 during peak hours. SunRail's capital cost also one of the country's least expensive projects on a per-mile basis, and it is expected to run 4,300 passenger trips per day in its opening year alone.

“light rail is an economic development tool”

Lang and other infrastructure experts argue that light rail is an economic development tool.

In other areas such as Phoenix and Denver, pockets of urban sprawl, residential areas and retail districts have popped up around light rail stations. It encourages real estate developments, drives workforce development, increases mobility, and contributes to a more sustainable public transportation hub.

Light rail changes land use patterns and reduces overall water consumption, making it a viable option for public transportation here in Southern Nevada, where water consumption is always top of mind.

With the ease on traffic congestion and the comparative cost of the project, light rail continues to be one

of the key infrastructure investments needed to establish Las Vegas' footing in the 21st century global marketplace.

UNLV Medical School

In 2013, higher education officials began exploring the possibility of an allopathic medical school for UNLV, and the myriad economic benefits it would reap. The University of Central Florida has already seen the wealth of economic advantage of its \$68 million medical school, realized after leaders in the area recognized a strategic necessity for a medical campus of that magnitude.

More than a dozen allopathic medical schools have been constructed since 2000, and have been found in even smaller markets than Las Vegas, with Lang citing Roanoke, Virginia, as an example.



Las Vegas, with more than 2 million residents, is the largest metropolitan area in the country without an allopathic medical school. The negative impact of this is glaring. At Preview, Lang pointed out that Las Vegas has the smallest share of employment in the healthcare sector in the top 100 U.S. metropolitan areas. In fact, healthcare provides just seven percent of the jobs in our region, and

a recent study by Brookings and SRI found that Las Vegas had a health services industry at just 64.2 percent of its predicted scale.

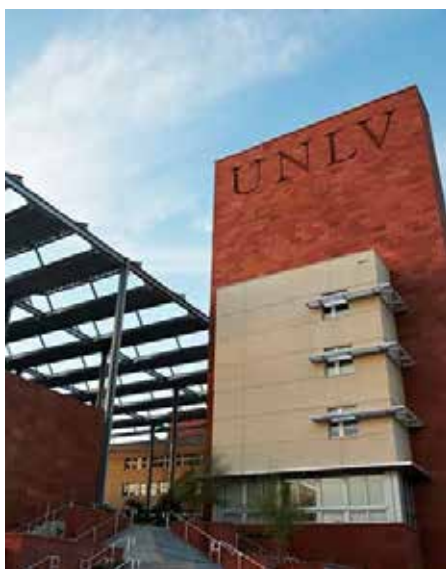
Expanding Southern Nevada's health care sector would just be one of the economic benefits such a medical school would bring to the Valley, however. An allopathic medical school could also potentially mean significant job creation and the generation of new tax revenue to support the entire state. The findings of a recent report commissioned from consulting firm Tripp-Umbach by The Lincy Institute at UNLV bolster these benefits: an independent, M.D.-granting medical school at UNLV would add more than \$1.1 billion per year in gross metropolitan product and 8,000 new jobs. It could also exceed the school's state-provided operating funds by 2030, based on the generation of new taxes the medical school would spur.

Funding for such a facility would not necessarily come at the hands of taxpayers, either. The study from Tripp-Umbach found that the medical school for UNLV would cost between \$75 and \$80 million, not far from Orlando's similar institution. Lang emphasizes that the necessary resources could be generated with little direct state support through use of local bonding, state and federal tax credits (including new market tax credits), as well as philanthropy. He also pointed out that the tax revenues for Nevada would outweigh the cost after just ten years.

The UNLV allopathic medical school would give our region an advantage in cultivating, attracting and retaining medical professionals in our community, something essential to keeping Southern Nevada competitive in the global marketplace. In a recent editorial on the subject, Metro Chamber president and CEO Kristin McMillan asserted, "In a city our size, this is not just doable – it's a 'must do.'"

Transforming UNLV into a Tier 1 Research University

In 2012, the Carnegie Commission on Higher Education awarded the University of Central Florida its 'Very High Research Activity' status. This designation is awarded to the top 110 institutions in the country, with Tier One only awarded to the top 2.3 percent. Lang referred to the classification system as, "the gold standard for objective ranking of an institution's degree-granting and research capacity."



Aside from the obvious bragging rights, such a classification would bring a number of opportunities to the Valley. Having such a designation makes the area more attractive to new and existing industries, especially those in technology and emerging industries, since we would be able to provide research and educational support to their existing and developing workforces. It would also expand our community's technical export economy, enhance the quality of our workforce and be the force behind a major economic impact for the Valley. And it would also give us the human capital necessary to

compete for major federal grants, create patents and business startups. With such a facility to encourage innovation and tech transfer, these higher education graduates would be more likely to stay in the area, and Las Vegas would become less reliant on importing talent to fulfill its needs.

To achieve the classification, Lang asserts that we need an \$80 million increase in sponsored research annually, with a 20 percent improvement in six-year undergraduate graduation rates. He also affirms that we need at least 100 more doctorates graduating per year to reach that status. Aside from gaps in achievement, there are also gaps in funding that need to be addressed.

At Preview, Lang identified the need for 300 more faculty members, an additional 2 million gross square-feet in research and laboratory space, and at minimum, a \$20 million annual increase in capital investment. During the conference, Lang also disseminated a plan for paying for that Tier 1 Status, including increasing annual revenues from contracts and licenses, increasing endowments and annual gifts, and restoring approximately 40 percent of what was cut in state funding. When Tier 1 status is achieved, he argues, UNLV will contribute more than \$3 billion to both the regional and state economies, paying for that classification in economic opportunities, benefits and prospects.

A Stadium

From placement and use to how to pay for it, a stadium (or multiple stadia) in Las Vegas has been hotly debated for years. But many of our community leaders agree that we lack the infrastructure to support major events, and realize the necessity of stadia. Yet this is an area where Orlando has leapt ahead of us. Part of the competitiveness of Orlando's offer to the National Finals Rodeo was

the brand-new arena. Orlando already has the Citrus Bowl Stadium, which seats 70,000 and is receiving close to \$200 million in upgrades this year.

Having such a venue would increase our competitiveness by being able to draw in large-scale events that we have not been able to accommodate. It would also represent, according to Lang, a key asset to Las Vegas' core economy and a new anchor for the events industry economy.

Our lack of such facilities now leaves us exposed to other, more established venues, putting at risk landmark events, such as the rodeo. Investment in a stadium is one of the critical pieces of our future infrastructure needs, in that it will satisfy a crucial niche in our core industry. At Preview, Lang offered several methods of paying for a stadium, including traditional methods, like tax increment finance, philanthropy and partnerships, and non-traditional ways, including sales tax carve-outs.

The conversations are there, however, and the consensus is building that a stadium is one piece of events infrastructure we can no longer afford to be without. It's just a question of when, where and how.

Five critical investments for Southern Nevada infrastructure have the potential to solidify our relevance, competitiveness and pride of place in the global economy. Ignoring them can mean relinquishing our hard-earned events and hospitality reputation and resigning other opportunities that currently exist to our region to other cities, like Orlando. By showing our solidarity as a community and advocating with one voice, unified for the growth and perpetuity of Southern Nevada as a region, we will advance our agenda and carve out our definitive place in the global marketplace.

continuing the conversation:

A RECAP OF PREVIEW LAS VEGAS 2014

LAS VEGAS
preview



A

bout 2,000 attendees and more than 120 exhibitors made Preview Las Vegas a morning of insights, information and business building. Attendees were able to check out the latest products, services, technology and updates from small, medium and large businesses on the trade show floor, sample cuisines from some of Las Vegas' most popular eateries and network with one another before catching this year's dynamic line-up of speakers.

Among the speakers, a common thread emerged: Southern Nevada has to begin putting into place the necessary infrastructure to elevate our place in the global economy. It won't be one single person or project that carves out Southern Nevada's position in the marketplace; it will be a result of the concerted efforts of many, working in partnership and cooperation with one another to create jobs and realize the most of Southern Nevada's broad opportunities.

Thank you to all of the Preview Las Vegas sponsors, exhibitors and attendees for a high-energy, exciting day of looking ahead to Las Vegas' future. To view the photo gallery of the event, visit LVChamber.com or PreviewLasVegas.com.

JEREMY AGUERO,

principal analyst at Applied Analysis, laid out the current economic landscape for attendees. Citing an uptick in key economic indicators, such as a 15.4 percent increase in GDP since 2009, population growth, the rise in home prices of more than 30 percent since 2008, and an upswing in job creation in a number of sectors, including education, health services, business and professional services, as well as growth in trade, transportation and utilities, Aguero stressed that there were reasons to be optimistic for the Valley. He also named some concerns that we should collectively keep on our community radar, including home prices, water conservation and crime rates. Overall, Aguero was positive about the forward motion of the Valley and sees growth and stability for the region in 2014.



ROSSI RALENKOTTER,

president/CEO of the Las Vegas Convention and Visitors Authority, gave a glimpse into some of the new tourism campaigns from the Las Vegas Convention and Visitors Authority. Ralenkotter also gave an update on the Las Vegas Global Business District and how it is poised to bolster Southern Nevada's economy. Rounding out his presentation, Ralenkotter reinforced the impact of the tourism industry on Southern Nevada's bottom line, including tax revenues, job creation and overall economic impact. He also stressed the importance of building and protecting our market share of tourism and protecting our position in the tourism marketplace, and the importance of banding together as a community to reinforce our position in the global tourism market.



JIM CLIFTON,

chairman and CEO of Gallup and author of *The Coming Jobs War*, made the case for why creating good jobs is key to our success as a global leader. By championing entrepreneurship, and reforming our current systems to stimulate job creation and growth, we can protect the United States' place as the preeminent global leader. He cautioned that although business optimism is high, fewer good jobs have been created in the U.S. in the 50 years that Gallup has been measuring job creation. This will stall our efforts in entrepreneurship and innovation and cause other countries whose GDP is currently outpacing ours to leap ahead in the next few decades. Las Vegas can carve out a place as a hotbed of job creation by attracting new technologies and having a startup-friendly business environment.



DR. ROBERT LANG,

executive director of Brookings Mountain West, outlined five major infrastructure projects necessary for Las Vegas to compete in the global economy. These five projects include Interstate 11, a Tier One Research University, light rail, a stadium, and an allopathic medical school. Such investments will solidify our competitive footing in the global economy. Lang also delved into how such infrastructure investments are not necessarily cost prohibitive, and outlined how these projects are financially feasible and absolutely necessary for job creation in the Valley. For more on what these projects are poised to do for Southern Nevada, turn to page 14.



KRISTIN MCMILLAN,

president and CEO of the Las Vegas Metro Chamber of Commerce and emcee, challenged the attendees to continue the conversation that Preview had begun and engage in the dialogue to move Southern Nevada forward. During the program, McMillan called on the community to do all that it can to generate a business-friendly environment so that job creation – the centrifugal force behind economic development and maintaining America's place as a global leader – happens organically. She concluded the program with a call to action for Southern Nevada's leaders and decision makers – entrepreneurs, innovators, educators, elected officials, community evangelists and tribal leaders – to align with one another and focus on the economic future of our metropolis.



what's happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **FEBRUARY**

february chamber connections

Join this established dedicated leads group made up of professionals from a variety of industries. Limited openings available; call for space availability.

7:30 – 8:30 p.m.
See website for details on locations.

Monday, February 10
Tuesday, February 11
Monday, February 24
Tuesday, February 25

business after hours

FEBRUARY 27

6

TUESDAY, FEBRUARY 6 **NORTH LAS VEGAS BREAKFAST**

Join the Las Vegas Metro Chamber of Commerce for the North Las Vegas Breakfast, when Speaker of the Nevada State Assembly Marilyn Kirkpatrick, representing Assembly District 1, will address Metro Chamber members for the first time and discuss initiatives and emerging issues that are important to Metro Chamber members.

7:30 – 8:00 a.m. Check-in & Networking

8:00 – 9:30 a.m. Program

The Cannery Hotel & Casino – The Club
2121 E. Craig Rd.

North Las Vegas, NV 89030

Members \$25, Non-Members \$35

Sponsored by: Chamber Insurance & Benefits

10

MONDAY, FEBRUARY 10 **VEGAS YOUNG PROFESSIONALS** **TOASTMASTERS**

This group is for all VYP members to aid in the development of speaking, presentation and leadership skills.

6:30 – 8:00 p.m.

Learning Village Inspire Theater - Trailer 1

727 E. Fremont St.

Las Vegas, NV 89101

FREE for guests

\$60 to join, \$36 every six months.

11

TUESDAY, FEBRUARY 11 **CHAMBER VOICES TOASTMASTERS**

Become a better speaker and a more effective presenter. Open to all members.

10:45 a.m. – Noon

First American Title Company

2500 Paseo Verde Pkwy. Ste. 120

Henderson, NV 89074

\$54 every six months. Guests always complimentary.

13

THURSDAY, FEBRUARY 13 **CUSTOMER SERVICE EXCELLENCE** **BREAKFAST**

The Las Vegas Metro Chamber of Commerce and the Las Vegas Convention and Visitors Authority celebrate the nominees from the first quarter of the Customer Service Excellence program year at this special breakfast thanking them for their dedication to great customer care.

7:00 – 9:00 a.m.

Cashman Center

850 Las Vegas Blvd. North

Las Vegas, NV 89101

Complimentary for nominees and their guests.

Platinum Sponsors:

Chamber Insurance & Benefits, Wells Fargo,

Las Vegas Review-Journal

Gold Sponsors:

Boyd Gaming, KNPR, Office Depot, Southwest Airlines,

Southwest Gas, Sunrise Health System

Media Partner: Channel 13

For more information on the Customer Service

Excellence program, visit LVChamber.com/cse.

00 - CHAMBER EVENT

00 - VYP EVENT

how
to
register:

Visit LVChamber.com and
click on the Events Calendar.

Call 702.641.5822.

february sponsors:



SOUTHWEST GAS
smarter > greener > better

BOYD GAMING



MIRACLE MILE SHOPS
at planet hollywood resort & casino



UnitedHealthcare

VEGAS INC

20

**THURSDAY, FEBRUARY 20
VYP FUSION MIXER**

It's all about business and bubbly at February's Fusion Mixer, as VYP takes over FIZZ, the new champagne lounge and bar at Caesars Palace. FIZZ is the perfect spot for sophisticated socializing and raising a glass to new business relationships.

6:00 - 8:00 p.m.

FIZZ inside Caesars Palace
3570 S. Las Vegas Blvd
Las Vegas, NV 89109

Online: \$10 members, \$15 non-members

At-the-door: \$15 members, \$20 non-members

Presenting Sponsors: Chamber Insurance & Benefits,

Wells Fargo, Cox, UnitedHealthcare

Mixer Sponsor: VegasInc.

24

**MONDAY, FEBRUARY 24
VEGAS YOUNG PROFESSIONALS
TOASTMASTERS**

See February 10 for details.

25

**TUESDAY, FEBRUARY 25
CHAMBER VOICES TOASTMASTERS**

See February 11 for details

25

**TUESDAY, FEBRUARY 25
MORNING MINGLE**

Maximize your Chamber membership by attending this breakfast series hosted by the Chamber Prospectors, who will give firsthand accounts of how they used the Chamber to build their business.

7:00 - 7:30 a.m. Registration & Networking

7:30 - 9:00 a.m. Program

Embassy Terrace

2800 W. Sahara Ave.

Las Vegas, NV 89102

Sponsored by: Chamber Insurance & Benefits,
Office Depot

27

**THURSDAY, FEBRUARY 27
BUSINESS AFTER HOURS**

Create new business opportunities at Halo Bar, located at the foot of the Axis Theater, home to Britney Spears' "Piece of Me" residency, inside the Miracle Mile Shops at Planet Hollywood. Work the room, introduce yourself and reacquaint your business with other attendees as you enjoy cocktails, light bites from Meatball Spot and a few surprises.

5:30 - 7:30 p.m.

**Halo Bar inside the Miracle Mile Shops at
Planet Hollywood Resort & Casino**
3667 Las Vegas Blvd. South
Las Vegas, NV 89109

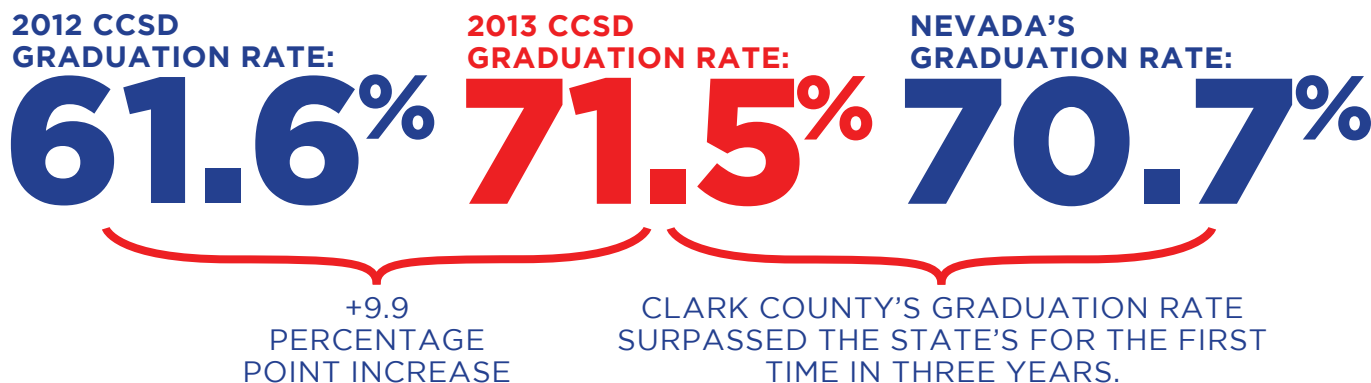
Complimentary for Metro Chamber members

Sponsored by: Chamber Insurance & Benefits,
Miracle Mile Shops

know the numbers

CCSD GRADUATION RATES INCREASE, SIGNAL POSITIVITY AND GROWTH FOR NEVADA'S LARGEST SCHOOL DISTRICT

Superintendent Pat Skorkowsky announced a hike in the graduation rates for the Class of 2013. While still lagging behind the national graduation rate average of 74.7%, the upswing – attributed to refining its student tracking system for better accuracy and a stronger focus on identifying struggling students and creating individualized plans to keep them on track for graduation – signifies a shift in the right direction for Nevada's largest school district, responsible for educating more than 70 percent of the state's overall public school population.



16,194

CLARK COUNTY GRADUATES

"THE CLASS OF 2013 IS OUR LARGEST GRADUATING CLASS EVER, WITH **900** ADDITIONAL STUDENTS GRADUATING THAN THE CLASS OF 2012."

- Superintendent Pat Skorkowsky

PUTTING IT INTO PERSPECTIVE...

On average, a high school graduate earns **\$6,237** more annually than a high school dropout.

Those 900 additional graduates will collectively earn an additional **\$5.6 MILLION** in one year.

Over 20 years, that adds up to more than **\$112 MILLION** in additional earnings and economic benefits.

Source: Clark County School District. For more information on graduation rates, visit CCSD.net.

a look ahead for las vegas:

MAYOR CAROLYN GOODMAN OUTLINES PLANS AND PRIORITIES FOR 2014

BY MAYOR CAROLYN GOODMAN,
CITY OF LAS VEGAS

I want to share a warm welcome to the Metro Chamber as this great organization moves into the heart of the city in the beautiful Smith Center for the Performing Arts. What a great fit it is to have the state's largest business collaborative relocate into our downtown, where opportunity is limitless and business development is thriving.

On January 9, 2014, I gave my State of the City Address and shared our continuing focus on expediting and facilitating doing business in Las Vegas. Business is better than ever! One of the newest additions in this endeavor will be an online business portal that will be available to all, making obtaining or renewing business licenses more simplistic and surely more convenient.

This is a huge advancement, because today's technology, which replaces a 30-year-old system, features not only online permit applications, uploading of documents and attachments and online reporting, but also an ability to make payments online.

The new licensing portal will continue to add services and features over the next year and will provide enhanced coordination with state agencies and other local government licensing.

I also spoke about the jobs that the city's redevelopment efforts have created and continue to develop. I know that our partners in the Metro Chamber appreciate the results we are seeing. Redevelopment efforts created more than 2,200 construction jobs and more than 3,600 permanent jobs in 2013. Currently planned downtown projects project 2,500 new construction jobs and more than 2,400 new permanent jobs.



We will continue to augment the city's arts and cultural offerings as well as focus on the city's medical district in 2014. Education will remain at the forefront of our commitments to make a difference. Quality education is integral to that effort to build healthy communities for our families and prospective newcomers.

I look forward to working with all of our community partners, including the Metro Chamber, as we continue to improve the quality of life and build a world-class city.

spotlights

(B) Florence Rogers

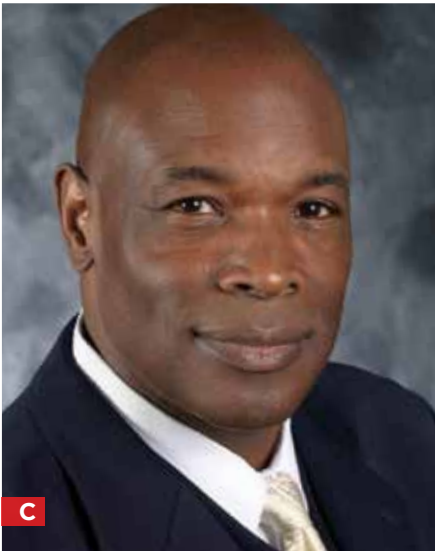
President & General Manager – Nevada Public Radio

Nevada Public Radio is the public media company comprised of six FM stations, including flagship News 88.9 KNPR, home of KNPR's State of Nevada weekday public affairs program, and the monthly city regional magazine, *Desert Companion*. Rogers holds a Master's Degree in Communications from SDSU and is an award-winning radio producer with many national network credits. She is a 2004 graduate of Leadership Las Vegas and is the former vice president of Western States Public Radio.

(A) Timo Kuusela

General Manager – Boulevard Mall

Timo Kuusela oversees the daily operations and strategic future direction of the Boulevard Mall and has ultimate responsibility for the center's marketing, leasing and property management. His background and expertise in large retail projects include the opening of The Shoppes at The Palazzo, The Grand Canal Shoppes at The Venetian, assignments at Meadows Mall and Ontario Mills, and a repositioning of The Outlets at Orange in Orange, CA, earning Simon Property Group's Best Property Enhancement Award for his work on the project. A native of Finland, Kuusela relocated to Las Vegas in 2005.



(D) Margaretha Breytenbach

Realtor – Forever 99 Realty

Margaretha Breytenbach has acquired extensive knowledge in the past eight years in the real estate market in Las Vegas. Her experience includes listing, selling and leasing property, as well as probate sales. She is well-versed in short sales, and has dealt with all banks, MI companies and investors that include Freddie Mac and Fannie Mae. As part of a minority-owned company, more than 15 languages are spoken within Forever 99 Realty, including Chinese.

(C) Bruce Manchion

CEO – Universal Training Concept, Inc.

Bruce Manchion is CEO of Universal Training Concepts, Inc. (UTC), an international training and consulting company based in Las Vegas, NV. UTC specializes in building productivity and organizational capacity by enhancing people skills at all levels. Originally from Brooklyn, New York, Manchion graduated from Emporia State University in Emporia, Kansas. He is a sought-after keynote speaker, as well as a skilled trainer and consultant, having trained thousands of professionals worldwide.

president's
club

Joice Bass**Partner – Lewis Roca Rothgerber**

Joice Bass, JD, MBA, CIPP/US, is a partner in the firm's commercial litigation practice group. She has extensive experience advising business clients regarding their commercial transactions and relationships, as well as representing them in legal disputes in the courts and administrative forums. Bass's clients come from a broad spectrum of industries, including gaming and hospitality, fine art, alcoholic beverages distribution, healthcare, telecommunications, real estate and government contractors.

Glen Padula**Vice President of Sales and Marketing - Saint Mary's Health Plans**

Glen Padula is responsible for the development and implementation of sales strategies and for the day-to-day sales efforts of all insured product lines, including HMO and PPO products. Padula brings more than 20 years of extensive insurance industry experience to his position and has also served as vice president of commercial sales and marketing at HealthNet in Tempe, where he led a team of 50. Prior to HealthNet, Padula worked for Humana for 11 years as the vice president of commercial sales.

Chris Breed**Regional Vice President, Southwest – Desert Rose Resort**

Chris Breed has assisted with the renovations of five resorts within Shell Vacations Club. Renovating and opening of the Desert Rose Resort is what brought her to Las Vegas several years ago. Upon completion of that project, Breed was promoted to regional vice president. In this position she oversees the operations and associations of seven resorts. Breed also serves as president and vice president on several condominium association boards.



executive
level

Louie Cellona**Chief Operations Officer/Co-Founder – Liaison Holdings, LLC**

Louie Cellona is a Certified Anger Management Facilitator and affiliated with the American Association of Anger Management Providers, as well as a Certified Recovery Peer Specialist with a concentration on veterans. Previously, he was a medical specialist with the U.S. Army and worked in the mental/behavioral health industry as a rehabilitative mental health provider and a clinical director.

Bart Jones**CFO, Merlin Contracting & Developing, LLC**

Merlin Contracting & Developing, LLC, is the premier custom home builder in the Las Vegas Valley. Bart Jones, a Las Vegas native, graduated from UNLV in 1975 before owning, managing, and marketing agricultural businesses, and developing facilities for processing agricultural products on the big island of Hawaii. In 1994, Jones and his family returned to Las Vegas to work with Merlin Contracting. He serves on the Board of Trustees for the Las Vegas Metro Chamber of Commerce.

Robert Gronauer**Managing Partner – Kaempfer Crowell Renshaw Gronauer & Fiorentino**

Robert Gronauer is a senior member of the Firm's Government Affairs Department and has been with the firm since 1996. His practice primarily focuses on zoning and land use law at the local government level. He has represented developers to obtain approvals to expand the gaming enterprise district for hotels and casinos in the Las Vegas Valley. Additionally, Gronauer has negotiated and drafted development agreements for several master-planned communities and large-scale developments.

february is american heart month:

HEALTHY HEARTBEATS IN THE WORKPLACE

K

nowledge is power, and knowing how to improve your heart health is the first step to achieving overall good health. Regular exercise, check-ups from the doctor, and monitoring your blood pressure, as well as a balanced diet, can help keep you and your family heart healthy. You can also promote heart health in the workplace in a number of simple, cost-efficient ways. Here are just a few:

Be snack aware.

Snack bars and vending machines usually don't have many healthy options. Preparing your own snacks can be easy and cost-efficient, especially when you plan ahead.

Work fitness into your day.

Small movements make a difference. If going to the gym isn't possible, do some yoga stretches right at your desk, walk up and down the stairs, or take a few minutes to walk around every few hours. Adding just two or three minutes of stretches and breathing a few times a day can improve your focus and ultimately your fitness level.

Bring your own lunch.

Studies suggest that eating out less frequently encourages weight loss and healthier meal habits. Fast food meals even once weekly may do damage by increasing your risk for heart disease.

Trade in smoking for fresh air during breaks.

Did you know that if you quit smoking by the age of 40, you reduce your risk of smoking-related death by nearly 90 percent? When tempted to smoke, try substituting a walk instead.

Be involved in cultivating a heart-healthy work environment.

Ask your employer about integrating ways at work to promote good health for all employees. This can be as easy as making changes to the items offered in the snack machine or possibly adding incentives for employee exercise and wellness programs.

CiB CHAMBER
INSURANCE
& BENEFITS



Know the warning signs!

There are several resources to educate your coworkers about recognizing the signs of heart attack, stroke or cardiac arrest. By knowing how to respond to these medical emergencies, you (or your coworkers) could save lives.

For more information on how you can improve your heart health and ideas on how to incorporate a heart-healthy workplace, visit the American Heart Association website at Heart.org.

This information is brought to you by Chamber Insurance & Benefits, administrator of the Chamber Health Plan. For more information on insurance coverage options for your business, go to ChamberIB.com.

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member news

PRESIDENT'S CLUB MEMBER | EXECUTIVE LEVEL

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

congratulations

Jeff Gordon, president and CEO of **Nevada Childhood Cancer Foundation**, and Edward Guthrie, executive director of **Opportunity Village**, are the 2014 Governor's Philanthropists of The Year presented by the Southern Highlands Charitable Foundation. This award will be given at the Annual Governor's Black-Tie Gala on April 3, 2014 to promote and recognize local philanthropy.

In celebration of its milestone 50th anniversary this year, North Las Vegas Mayor John J. Lee proclaimed January 15 as "**Jerry's Nugget Day**" in North Las Vegas.

Terence J. Farr, senior appraiser in the **CBRE** Valuation & Advisory Group, was awarded the Appraisal Institute's MAI designation, recognizing his experience in valuing commercial, industrial, retail, land, and other complex asset classes.

Candace Carlyon of **Carlyon Law Group, PLLC**, has been named president of the American Board of Certification of Bankruptcy and Creditor's Rights Attorneys, the nation's premier legal specialty certification organization, certifying attorneys as specialists in business bankruptcy, consumer bankruptcy, and creditors' rights law.

Retro Manufacturing received two awards at the SEMA conference for its Multipurpose Surface-Mount Speaker Modules and its Direct-fit Bluetooth Radio. The company recently relocated from California to Henderson.

Bonnie Springs Ranch, an authentic western venue located in Red Rock Canyon just west of Las Vegas, celebrates 62 years in business.



Lewis Roca Rothgerber announces Las Vegas Partner Joice Bass earned the Certified Information Privacy Professional/United States (CIPP/US) credential through the International Association of Privacy Professionals (IAPP). The CIPP is the global standard in privacy certification.

Joe Scott, owner of **Transparent Mental Health, Inc.**, has been appointed to the board of directors of the National Alliance of Mental Health (NAMI) of Southern Nevada.

Roberto's Taco Shop is celebrating 50 years in business. The family owned company has grown to 65 locations.

announcements

Former United States Congresswoman Shelley Berkley was appointed CEO and senior provost of the **Touro College and University System in Nevada and California**.



Nevada State Bank named Jennifer Turner and Daniel Lainhart Southern Nevada retail market sales managers to support implementing processes and practices that enhance customer service and company growth.

Jolley Urga Woodbury & Little announced Melissa L. Waite has become a partner at the firm and will practice in the areas of Real Estate Transactions, Real Estate Finance, Commercial Transactions, Business Formation, Gaming Law and Privilege Licensing and Medical Marijuana Establishment Licensing.



Nathan Adelson Hospice has promoted Nora Luna to director of diversity & education and Helina Whitney to inpatient director.

Snell & Wilmer announced the addition of four new associates to its Las Vegas office. The new associates are Bradley Austin, Jennifer Luiña, Morgan Petrelli and Justin A. Shiroff.

Roseman University of Health Sciences named Mark A. Penn, MD, MBA as founding dean of the university's allopathic College of Medicine, currently in development at its Summerlin Campus. Penn will also serve as chancellor of the campus, which houses Roseman's medical research programs.

Brownstein Hyatt Farber Schreck appointed Josh Hicks and Andrew Moore as two new shareholders in its Las Vegas office.



Catholic Charities of Southern Nevada appointed Patrice Ross as vice president of Human Resources. Ross has 17 years of experience in the field of human resources.



McDonald Carano Wilson LLP announced the advancement of attorneys Kristen Gallagher and Amanda Yen to the firm's partnership.



wheeling and dealing

Procare Medical Center now has two locations; one at 6879 S. Rainbow Blvd, Suites 106-107, and the other at 2208 South Nellis Blvd.

Commercial Executives Real Estate Services

represented The Wilkins Family Trust in the leasing of a 2,100 square foot office space located at 7448 W. Sahara Avenue, Suite 106. The lease is for 24 months and the transaction is valued at approximately \$46,000.



Alicia R. Ashcraft and Jeffery F. Barr opened their new law office, **Ashcraft Barr LLP**, specializing in business law, corporate law, government relations, commercial real

estate/land use law, gaming law, medical marijuana, commercial litigation, crisis management, and regulatory compliance law.

MINT Property Group, Ltd. represented Denco, LLC, in the \$1,725,000 acquisition of a 6,754 square foot multi-tenant office building located at 3039 W. Horizon Ridge Parkway.

Ubiquita has merged its operations with **Equinet**. The newly combined Equinet will continue to provide VoIP, unified threat management, connectivity failover, URL filtering, caching and feature-rich communication services to the business and education communities in North America and Europe.

community service

America First Credit Union delivered nearly 100 pairs of new, gift-wrapped shoes to children in need at Gibson Middle School through its annual Warm the Soles project.

More than 300 people representing the families and children who have received wishes in 2013 from **Make-A-Wish® Southern Nevada** attended the annual Santa's Open House underwritten by **Bank of America Nevada** and Criss Angel.

Big Brothers Big Sisters of Southern Nevada received a \$150,000 donation from the Engelstad Family Foundation to grow and sustain its site-based and community-based mentoring programs in Southern Nevada.

Opportunity Village unveiled its new board room generously donated by **Caesars Foundation** as part of the Revive and Renew Partnership Project. The room will host a variety of events including board meetings, client family meetings and employee training.

Las Vegas Philharmonic performed ten free concerts for nearly 15,000 schoolchildren in January with its expanded Youth Concert Series at **The Smith Center for Performing Arts**.

Bank of Nevada raised nearly \$10,000 for **Juvenile Diabetes Research Foundation Nevada Chapter** through Sneaker Sales in branches and fundraising for the JDRF Walk to Cure. Bank of Nevada employees and their families took part in the walk.

As part of its Caring, Giving, Changing community campaign, **Miracle Mile Shops at Planet Hollywood Resort & Casino** donated all change tossed in its fountain throughout January to **HELP of Southern Nevada**.

upcoming events

Special Olympics Nevada will hold its annual Las Vegas Polar Plunge fundraising event on Saturday, February 15, at the South Point Hotel, Casino and Spa. Go to SONV.org for details.

The Rape Crisis Center will honor its 40 years of service with the Healing Hearts 4K and 8K runs on the Lake Trail at Sunset Park on February 15, at 8:00 a.m. Register at www.rcclv.org/events/.

member insights

“Bring plenty of business cards because you don’t want to run out.”

Anthony Madden, Owner/Trainer, Madden Endurance

“Being new to Vegas, this has been a great event to make some wonderful contacts.”

Jennifer Parkhurst, Business Development Manager, Ajilon Professional Staffing

“Build roads and a stadium!”

Anonymous Attendee

“It’s a great event for networking, yes, but great to see new companies as well as people!”

Orlando Gallegos, Lawyer Solutions Group

“Las Vegas needs some work to stay stable, grow and prosper.”

Robin Bigda, Base Control, GetDocsNow.com

“Inspiration to help grow the economy in Las Vegas!”

Margie Gallegos, Owner, Margie Gallegos LLC

“Very insightful speakers and great networking!”

Lisa Beckley, Partner, The Beckley Group

“Great networking, good vendors and businesses!”

Heather Mongie, Realtor, Exit Realty Platinum Group

“I loved running into friends from the Chamber. Let’s do it again next year!”

Linda Addington, Sales & Marketing, Gfour Productions/
Menopause the Musical

WHAT DID YOU LEARN AT
PREVIEW LAS VEGAS THIS
YEAR? WHAT WAS YOUR
MAJOR TAKE-AWAY FROM
TODAY’S PROGRAM?



north las vegas

THE OPPORTUNITIES OF CHALLENGES

BY MAYOR JOHN LEE
CITY OF NORTH LAS VEGAS

Last month, our Council engaged in the very difficult conversation about our past financial condition. Some people were shocked by these disclosures while others felt it validated what they had been saying for years. We have ended the days of North Las Vegas stumbling along from one financial crisis to the next without a clearly defined vision for the city.

Our Council decided to act, not react, by stepping forward with an honest assessment of our financial condition. In the past, record growth made it necessary for leaders to use money from dedicated accounts to sustain our historic population explosion; however, they lost sight of fiscally responsible governance when we started to believe this money could also be used to support nonessential projects during the economic downturn. We are also ending the single-minded philosophy of looking for solutions only on the expenditures side of the ledger while ignoring revenues.

All roads to our regional success run through North Las Vegas and we understand that regional transformation begins with us. Today, more than any time in our state's history, there is a gaping void we have the opportunity to fill. During my time in the legislature I saw firsthand how vision and ideas about progress were stopped because of single-minded interests.

We are fortunate that gaming pays enough taxes to eliminate individuals from having to pay state income taxes. Historically, this has come at a price because gaming saw robust new industries, a dynamically diversified economy, or a medical school as attracting employees and growth they would be called upon to subsidize.

Today, gaming sees the importance of a diversified tax base. This has created a different environment where we are discussing new ideas, solutions, markets and enterprise. Business leaders, policy makers, planners and visionaries are beginning to emerge and unify their voice to answer the call.



I know the challenges we face today are where we will find the opportunities of tomorrow. These challenges are forcing decision makers to overcome our fears, work out our differences, and begin the difficult and long overdue conversations as we become actively engaged in starting a new spirit of cooperation with our neighbors. I am calling for a new era of self-determined governance where we will no longer rely on assistance from our federal government. Answers must be found within our own state and region, and our efforts to unify will be directly proportional to our success. We must be the authors of our future and champions of our own fate. Working together, today's synergetic public private partnerships establish a foundation of success and prosperity for our next generation of enterprise. Next month, I will expand on some of the future opportunities in North Las Vegas for our business community.

ribbon cuttings

CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



SKY ZONE INDOOR TRAMPOLINE PARK

Sky Zone Indoor Trampoline Park commemorated its grand opening at 7440 Dean Martin Dr. It offers open jump, a Foam Zone, SkyRobics fitness classes, 3-D Dodgeball and SkySlam basketball. It is the ultimate 3-D play experience. Call 702.560.5900 or visit skyzone.com/lasvegas.



CONNECT CENTRAL CORPORATION

Connect Central Corporation commemorated its grand opening, located at 5795 S. Sandhill Rd. It is a corporate resource hub, providing a variety of services custom-suited to fit individual and business needs. Call 702.816.2700 or visit connect-central.net.



SEARS HOME OUTLET

Sears Home Outlet celebrated its expanded store at 4854 W. Lone Mountain Rd. in North Las Vegas with local dignitaries. Sears Hometown and Outlet Stores is a national retailer primarily focused on selling home appliances, hardware, tools and lawn and garden equipment. Call 702.655.1066 or visit shos.com.



B&D FINGERPRINTING SERVICES LLC

B&D Fingerprinting Services LLC, located at 800 N. Rainbow Blvd., celebrated its Chamber membership. Focused on providing fast and accurate digitalized fingerprinting for its customers, it is dedicated to providing the best knowledge and experience to accommodate its customers' fingerprinting needs. Call 702.485.5256 or visit bdfingerprinting.com.



NEW AMERICAN FUNDING, INC.

New American Funding, Inc. commemorated its new Las Vegas branch located at 8379 W. Sunset Rd. New American Funding is a Fannie Mae seller/servicer, FHA-direct, endorsement-HUD approved and VA automatic mortgage lender that provides homeowners and future homeowners a variety of home financing options. Call 800.450.2010 or visit newamericanagent.com.



SOPHIA FIORI DIAMOND BOUTIQUE

Sophia Fiori Diamond Boutique celebrated its Las Vegas branch, located at 3663 Las Vegas Blvd. South at the Miracle Mile Shops, with creator, master designer and fourth generation jeweler, Bernard Bachoura. Call 702.998.9550 or visit sophiafiori.com.

SPONSORED BY:

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EL - Executive Level

\$ - Chamber Member Discount



INNOVATIONS INTERNATIONAL CHARTER SCHOOL / CITY IMPACT CAMPUS

Innovations International Charter School/City Impact Campus, celebrating its eighth year, added a second campus at 950 E. Sahara Ave. for its middle school and high school students. Call 702.216.4337 or visit iicsn.org.



KELLER WILLIAMS REALTY

Keller Williams Realty — The Marketplace Offices & Brenkus Team commemorated its new location at 10000 W. Charleston Blvd. Keller Williams Realty — The Marketplace believes its clients come first and support its agents in creating careers worth having, businesses worth owning and lives worth living. Call 702.877.2500 or visit brenkusteam.com.



COMFORT INN AND SUITES

Comfort Inn and Suites commemorated six years of providing great hospitality, quality service and Metro Chamber membership. It is located at 4375 E. Craig Rd. Call 702.982.6700 or visit choicehotels.com.



PROCARE MEDICAL CENTER

ProCare Medical Center proudly announced the grand opening of its second location. It is a state-of-the-art urgent care medical facility equipped to provide comprehensive medical services in a professional, convenient and efficient manner. It is located at 2208 S. Nellis Blvd. Call 702.475.9000 or visit procaremedicalcenter.com.



FIREHOUSE SUBS

Firehouse Subs announced its grand opening at 4761 S. Maryland Pkwy., near UNLV's campus, with friends, family and local firefighters. Firehouse Subs is a unique, firefighter-themed sandwich shop specializing in hearty-sized hot subs, heartfelt customer service and public safety. Call 702.353.7730 or visit firehousesubs.com.



CENTENNIAL TOYOTA

Centennial Toyota celebrated its 11-year anniversary with Mayor Carolyn Goodman and former Mayor Oscar Goodman at 6551 Centennial Center Blvd. Representing Toyota and pre-owned vehicles for sales and service, it strives to serve as a business of quality and superior service, while keeping the Las Vegas and surrounding communities their number one priority. Call 702.942.3800 or visit centennialtoyota.com.

ribbon cuttings

CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



UNLV'S TEAM LAS VEGAS

UNLV's Team Las Vegas was selected by the U.S. Department of Energy to compete as one of 20 international teams in its solar Decathlon 2013. The team competed to design, build and operate a net-zero energy, solar-powered home. Visit [Facebook.com/unlv2013](https://www.facebook.com/unlv2013) or twitter.com/unlv2013.



LANIE'S TRAVEL AGENCY

Lanie's Travel Agency celebrated its Metro Chamber membership with friends and family at the Water Atrium located at the Palazzo. Lanie's Travel Agency is a family vacation and cruise specialist. Call 702.885.5512 or visit laniestravelagency.com.



PC THE MORSE GROUP

The Morse Group celebrated 70 years in business and Las Vegas location at 625 E. Pamalyn Ave. Morse Electric ranks among the top 50 electrical contracting firms in the United States, with permanent offices in four states and project operations nationwide. Call 702.257.4400 or visit themorsegroup.com.



EL SOUTHLAND INDUSTRIES

Southland Industries celebrated 10 years, along with its new logo and branding. Southland Industries provides innovative, practical results for your engineering, construction, service and energy needs. It is located at 4765 Cameron St. Call 702.736.4041 or visit southlandind.com.



ELITE RESOURCES PREMIER STAFFING

Elite Resources Premier Staffing commemorated its one year anniversary in Las Vegas, located at 51 N. Pecos Rd. with dignitaries, community partners and the Metro and Latin Chambers. It strives to nurture strong, strategic alliances with its clients and prides itself on its ethical standards. Call 702.997.3705 or visit eliteresources.net.



I9 SPORTS.COM

I9 Sports.com celebrated its Metro Chamber membership. The I9 Sports experience focuses on providing families the most well-organized, safe and convenient youth sports programs available, and helps kids succeed in life through sports. Call 702.763.5608 or visit i9sports.com.

SPONSORED BY:



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GOODWILL OF SOUTHERN NEVADA

Goodwill of Southern Nevada celebrated its 'Deja Blue' boutique store, located at 10300 W. Charleston Blvd. in Town Center with Mayor Carolyn Goodman and local dignitaries. Call 702.586.1100 or visit sngoodwill.org.



IMPACT ARCHERY INC.

Impact Archery Inc., located at 6323 Dean Martin Dr., celebrated its grand opening. Impact Archery is a full-line archery pro-shop fulfilling all of your archery needs along with an expansive, full-service range. It is owned and operated by an NFAA shooter that provides professional knowledge and service. Call 702.701.7766 or visit impact-archery.com



CLOSETS LAS VEGAS

Closets Las Vegas commemorated its grand opening at 7060 W. Warm Springs Rd. with friends, family and vendors. Call 702.259.3000 or visit closetslasvegas.com.



LAS VEGAS FIRST AID, CPR & AED TRAINING

Las Vegas First Aid, CPR & AED Training commemorated its Metro Chamber membership. It provides quality first aid, CPR and AED certification classes at your place of business. It trains all students and employees that need CPR & AED certification or re-certification. Call 702.545.7133 or visit lasvegascpr.webs.com.



PLATINUM LV TRANSPORTATION

Platinum LV Transportation celebrated its grand opening as a full-service provider for all transportation needs, including corporate events, meetings, conventions, trade shows, weddings, airport transfers and tours. Its fleet of all new vehicles is presented by safe, professionally trained and screened drivers dedicated to providing a platinum experience. Call 702.802.6500 or visit platinumlvtransportation.com.

FEATURED BROKER:



MICHAEL D. CAROTHERS INSURANCE AGENCY

As a leading broker representative of the Chamber Health Plan, Michael D. Carothers Insurance Agency helps Las Vegas Metro Chamber of Commerce business owners provide excellent health benefits to their employees and dependents.

Carothers Insurance is committed to providing a wide range of quality products and services with superior customer service.

Phone: 702.385.3684
Website: carothersinsurance.com

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vyp fusion mixer at fizz

It's all about business and bubbly at February's Fusion Mixer as VYP takes over FIZZ, the new champagne lounge and bar at Caesars Palace. FIZZ is the perfect spot for sophisticated socializing and raising a glass to new business relationships.

Thursday, February 20
6:00-8:00 p.m.
FIZZ inside Caesars Palace
3570 S. Las Vegas Blvd.

Online: \$10- Members,
\$15- Non-members
At the door: \$15- Members,
\$20- Non-members

Register online at VegasYP.com
or by calling 702.641.5822

Mixer Sponsor:

VEGASINC



4 tips to make the most of your next networking event

1. It's Okay to Go Alone

We have all had networking events when our networking "plus one" dropped out at the last minute. Our first reaction is, *Maybe I shouldn't go. I won't know anyone and it will be awkward.* Although it may be uncomfortable at first, it is awkward for everyone! A good approach is to meet someone at the event and designate them to be your "networking buddy" for the night. Figure out what they do and see if you can help them make connections in their field. It takes the pressure off of you and makes it easier to start conversations with complete strangers.

2. Remember: It's Not All About You or a Sale

It is easy to be so excited about your company or your great new product, but it is very important to "know your audience." Everyone attends events to network and to meet as many people as possible. Be conscious of this. Don't be afraid to leave a conversation after a few minutes or let someone leave you. It's not personal. Sometimes you may meet someone in an industry with whom you wouldn't normally interact. Be polite, understand fully what they do and get their business card. Who knows where

your paths will cross in the future? Networking is not just about building your business; it's about building relationships.

3. Follow Up!

Connect with everyone you meet with on LinkedIn. Remind them of where you met and what you chatted about. Connect new people you meet with other people that you know. This is referral karma – if you keep making referrals, eventually they will come back to you!

4. Get Involved

One of the greatest aspects to our networking groups here in Las Vegas is that so many industries are represented. We live in a city that is going through a renaissance period and every single person has an opportunity to be part of that change. Join a council of a networking group in which you participate. YOU have the opportunity to be a positive influence on one of America's most iconic cities.

By: Karie Meier,
The Eastridge Group of Staffing
Companies, VYP Ambassador

member to member

NEVADA'S NEW CHARITABLE CONTRIBUTION SOLICITATION LAW TIGHTENS UP PROCESS

B

eginning this year, nonprofit corporations soliciting charitable contributions in Nevada have new requirements for both reporting and disclosures under NRS82.382 to 82.417, inclusive, pursuant to AB 60 of the 2013 Session. The law requires nonprofit corporations to file certain information with the Secretary of State before soliciting charitable contributions and mandates charities to disclose specific information when making solicitations. If required filings and disclosures aren't made, penalties can be imposed.

Key reporting requirements:

A charity soliciting charitable contributions must file a charitable registration statement with the Secretary of State each year at the same time it files its annual list of officers and directors. This form requires: (i) a statement of the nonprofit's purpose/mission; and (ii) a financial report from the most recently completed fiscal year – which can be a copy of the nonprofit's IRS Form 990.

The law includes a broad definition of “solicit charitable contributions” and it means “to request a contribution, donation, gift or the like that is made by any means, including, without limitation: (1) Mail; (2) Commercial carrier; (3) Telephone, facsimile, electronic mail or other electronic device; or (4) A face-to-face meeting.” This law covers solicitations made from a location within Nevada, and those made from outside Nevada, to persons within the State. There are exclusions for requests directed only to (i) a total of fewer than 15 persons annually, and (ii) persons related within the third degree of consanguinity or affinity to officers, directors, trustees or executive personnel of the charity.

Key disclosure requirements:

Persons conducting solicitations are prohibited from making claims or representations, or omitting any material fact, having the tendency or effect of deceiving or misleading. Additionally, specific information must be disclosed in all oral and written solicitations, including those made on a website, in a tweet or Facebook.

Charitable solicitations made in writing, including electronic communications, must contain both: (i) the full legal name of the charity as registered with the Secretary of State (not just the name by which the charity does business), and (ii) a statement that the contribution may be tax deductible pursuant to the provisions of section 170(c) of the Internal Revenue Code



of 1986, or that the contribution does not qualify for such a federal tax deduction.

When anyone, including a volunteer, is making a solicitation over the phone or face-to-face, four items must be disclosed to the potential donor: (i) and (ii), above, (iii) the state or jurisdiction in which the charity was formed, and (iv) the purpose/mission of the charity.

Organizations established for and serving bona fide religious purposes are exempt from these disclosure provisions.

Best practices:

Charities should immediately put the required disclosures wherever they have written charitable solicitations - webpages, social media links, newsletters, email blasts, brochures, annual reports, etc. Also, all board members, staff and volunteers should be provided training and “scripts” to follow with the required disclosures so any in-person or over the phone solicitations are compliant with the new law.



By: Kendis Key Muscheid, director of the law firm Fennemore Craig, P.C. and Chair of the firm's Nonprofit and Tax-Exempt Organizations Practice Group, and Richard Jost, director of the law firm Fennemore Craig, P.C. Visit FCLaw.com

the final word

NEVADA'S BIG GIVE NOW OPEN FOR REGISTRATION!

Nonprofit organizations can register, claim and edit pages, as well as access Nevada GIVES' Nonprofit Toolkit in preparation for Nevada's Big Give 2014 on April 25. During this annual 24-hour "give where you live" campaign, participants throughout Nevada are encouraged to donate and support their favorite local causes, as well as develop awareness for other nonprofit organizations in the Valley. Participants can donate as little as \$10 using Nevada's Big Give's secure website.

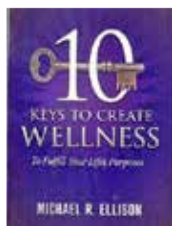
Nonprofit organizations can now register, and donors can sign up to receive updates on Nevada's Big Give. This year, Nevada's Big Give is also offering free PSA opportunities for nonprofits at no charge, webinars to amp up their fundraising efforts, and prizes, including cash grants, to the highest performing nonprofit organizations. More information will be coming available in the next few weeks.

Nevada's big Give is powered by NevadaGIVES, a nonprofit whose mission is to raise awareness of and increase charitable giving in Nevada. For more information or to sign up to receive updates, visit NVBigGive.org.



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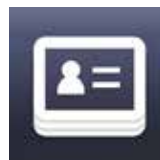
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THURSDAY, FEBRUARY 27

HALO BAR

Miracle Mile Shops at
Planet Hollywood Resort & Casino
3667 Las Vegas Blvd. South

5:30 – 7:30 p.m.

Complimentary for Metro Chamber members

TO REGISTER:

702.641.5822 OR LVCHAMBER.COM

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**SPEAKER OF THE
NEVADA STATE
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MARILYN KIRKPATRICK**

Thursday, February 6

The Cannery Hotel & Casino
2121 E. Craig Rd.

7:30 to 9:00 a.m.

\$25 for members
\$35 non-members
\$35 at the door

To register, visit LVChamber.com
or call 702-641-5822